East *is* West in San Francisco's Chinatown — Rudyard Kipling notwithstanding.

To the first Chinese immigrants who disembarked there in the 1840's, the rudimentary town rising on the shores of San Francisco Bay was *Gum San Dai Foo* — "Great City of the Golden Hill." Today's San Franciscans look upon Chinatown with the same exuberant pride.

For Chinatown is a captivating city within a city where vestiges of Old Cathay blend becomingly with Western modernism.

Outwardly, the quarter is a colorful conglomeration of pagoda-roofed structures, lantern-strung streets, elaborately-ornamented balconies and dragon-entwined lamp posts . . . an intricate complex of exotic shops, restaurants, tea rooms, temples, night spots and venerable Chinese business institutions...a babel of many dialects. Behind this not-so-inscrutable face are preserved the centuries-old customs, culture and art of China.

Besides being the largest Chinese settlement outside of Asia, Chinatown-S.F. is the principal port and distribution center for Chinese trade goods in the U. S. and the ethnic capital of Americans of Chinese descent, more than 36,000 of whom make their home in San Francisco. Everything from collectors' items to bargains can be found there. Its shops abound with porcelain, rattan and bambooware, hand-crafted teakwood furniture, temple antiques, carved ivory, jewelry, rich Oriental fabrics, ceremonial robes, fashionable adaptations of the classic cheong-sam, tableware, Chinese brass hardware, novelties and a fabulous array of Chinese foodstuffs.

Its renowned restaurants specialize in enticing dishes from every province of China, making dining there a culinary adventure.

Grant Avenue, the district's main street, is a perpetual pageant—particularly so during the weeklong Chinese New Year Festival that falls (depending on the fullness of the moon) in February or late January.

At times, too . . . when fog curls through its narrow alleys and the smell of incense and Oriental spices mingles with dissonant music from dimly-lit cellars . . . Chinatown is a place of tantalizing mystery.

In Chinatown, merchant members of the San Francisco Convention & Visitors Bureau are:

ART GOODS

City of Shanghai
562 Grant Ave.
YUkon 2-5520

Gumling Importing Co.
444 Grant Ave.
YUkon 2-0297

City of Hangkow Tassel Co.
406 - 420 Grant Ave.
EXbrook 2-5077

Mandarin Fashions
512 Grant Ave.
YUkon 6-3655

Wing Chin and Co.
857 Grant Ave.
YUkon 2-0075

RESTAURANTS

Cathay House
718 Grant Ave.
YUkon 2-3388

Kan's
708 Grant Ave.
YUkon 2-2388

Four Seas
731 Grant Ave.
EXbrook 7-5577

Nam Yuen
740 Washington St.
SUtter 1-5636

Imperial Palace
919 Grant Ave.
YUkon 2-4440

Shanghai Low
532 Grant Ave.
YUkon 2-2008

Tao Tao
675 Jackson St.
YUkon 2-6125

MOTEL

Royal Pacific
661 Broadway
SUtter 1-6661

IMPORT-EXPORT

Lee's Agency
715 Sacramento St.
EXbrook 7-7155

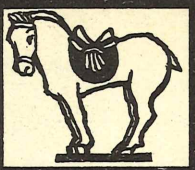
BAKERY

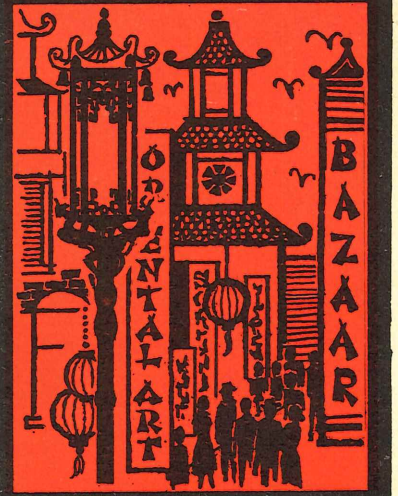
Lotus Fortune Cookies, Inc.
436 Pacific Ave.
YUkon 1-0818

SAN FRANCISCO

EVERYBODY'S FAVORITE CITY

SAN FRANCISCO CONVENTION & VISITORS BUREAU
1375 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA





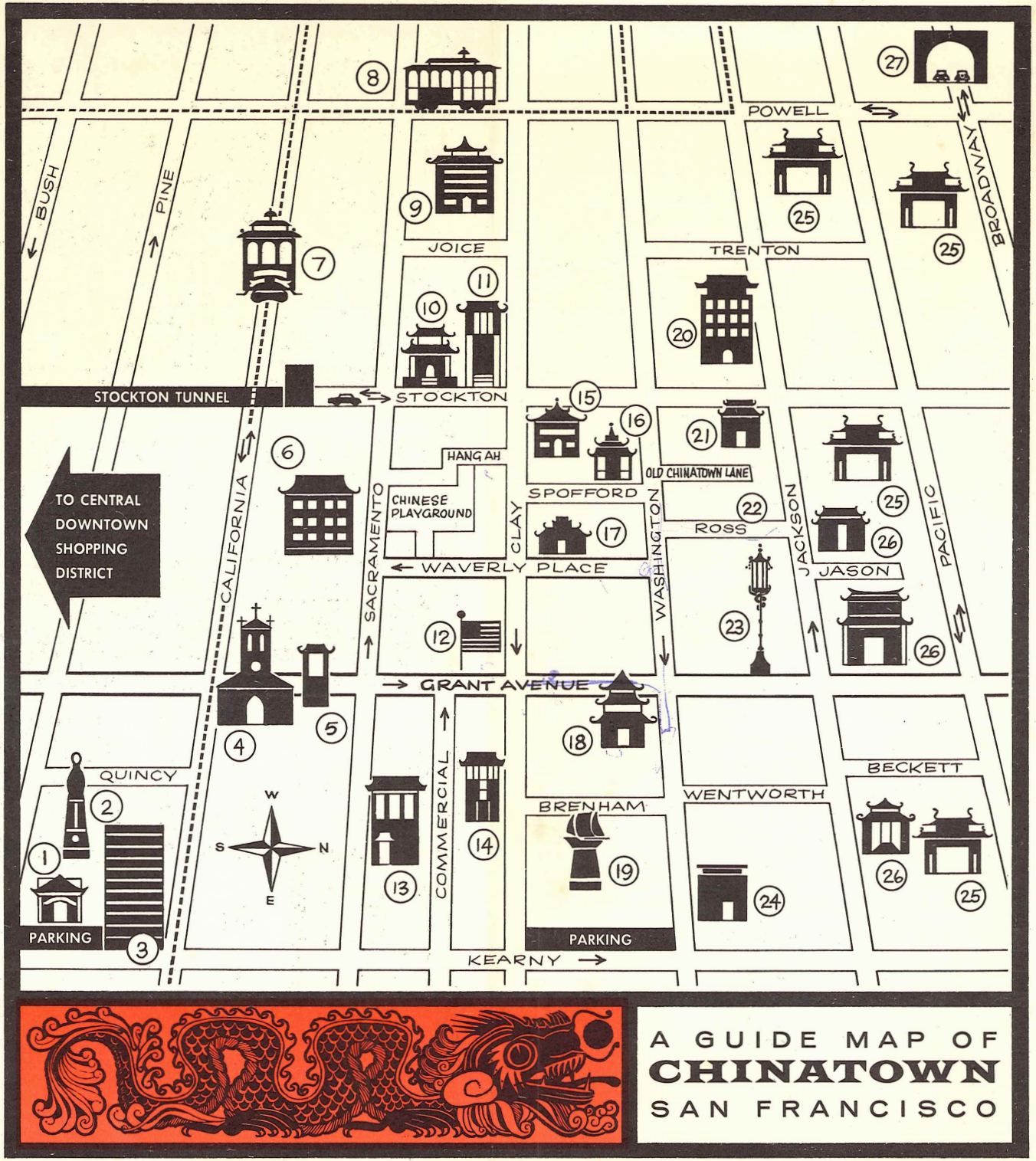
CHINATOWN
SAN FRANCISCO

"Fun Ying Quong Lum Wah Few"

This is the way the Chinese say,

"Welcome to Chinatown"

— where East romantically meets West.



A GUIDE MAP OF CHINATOWN SAN FRANCISCO

1. Kong Chow Temple, oldest temple in S. F. (est. 1850's).
2. St. Mary's Park (underground parking). Statue of Sun Yat Sen, founder Chinese Republic.
3. New International Building.
4. Old St. Mary's Church (built 1853)—granite from China.
5. First Chinese motif outdoor telephone booth.
6. Chinese YMCA.
7. California Street cable car line.
8. Powell-Mason and Powell-Hyde Sts. cable car lines.
9. Chinese YWCA.
10. Victory Hall.
11. Chinese Consolidated Benevolent Assn. (the Chinese Six Companies).
12. Historic site: 1st building in S.F., 1836; 1st American flag unfurled, 1836; 1st white child born here, 1838.
13. Chinese Chamber of Commerce.
14. China Station, U.S. Post Office.
15. St. Mary's Chinese Center.
16. Kwan Yin Temple. Spofford Place/Old Chinatown Lane—locale for movie and TV series (also #22).
17. Tin How Temple. Waverly Place, street of painted balconies.
18. Former China Telephone Exchange (only one in world); also site of 1st newspaper printed in S.F., "The California Star" (1847).
19. Portsmouth Square, birthplace of S. F.; favorite haunt of Robert Louis Stevenson (monument erected 1897), Rudyard Kipling, Jack London (underground parking).
20. Chinese Hospital (est. by community 1924).
21. Chinese American Citizens Alliance Bldg.
22. Ross Alley, locale of ancient pageantry following Gold Rush Days; also for movies and TV.
23. Dragon-entwined lamp posts (install. 1925).
24. Buddha's Universal Church.
25. Pin Yuen Housing Projects.
26. Chinese Theaters.
27. Broadway Tunnel.